

# Simli Namdhari Yogathon





## Simpli Namdhari's Organizes First-ever Yogathon in Hyderabad, Promoting Health and Wellness



BY - [Indian Retailer Bureau](#)

Jun 21, 2023



Simpli Namdhari's, the exclusive 100 percent vegetarian omnichannel retailer in India, arranged its inaugural Yogathon in Hyderabad on the occasion of International Yoga Day. The Yogathon took place at the Simpli Namdhari's outlet in Banjara Hills, bringing together over 100 residents

to celebrate the traditional Indian practice of yoga and raise awareness about its significant role in fostering health and fitness.

The hour-long Yogathon commenced at 6:30 am on the rooftop of Simpli Namdhari's experience store, nestled in the heart of Banjara Hills. This event served as a testament to the brand's dedication to promoting well-being and goodness. Simpli Namdhari's enlisted the expertise of a qualified yoga instructor to guide the session, ensuring participants experienced the essence of yoga. Following the event, participants were directed back to the store, where they received a special hamper and a certificate of participation, further acknowledging their involvement in the Yogathon.

Hema L, the Head of Brand Marketing at Simpli Namdhari's said, "At Simpli Namdhari's, we take immense pride in offering healthy products, cultivated with great care to address the health and fitness concerns of our customers. On International Yoga Day, the yogathon symbolizes

the importance of yoga and making informed decisions about the food we consume and where it comes from. As a brand that shelves residue-free products, Simpli Namdhari's is committed to upholding its values of promoting goodness, health and fitness.”

With its commitment to keeping its customer health in mind, Simpli Namdhari's invites every resident of Hyderabad to join the movement and choose healthy alternatives for a healthier life.

Simpli Namdhari's organizes Yogathon in Hyderabad to spread awareness about the importance of yoga, health & fitness

Narasimha Raju



Simpli Namdhari's, India's only 100% vegetarian omnichannel retailer, organized its first-ever Yogathon in Hyderabad on the occasion of International Yoga Day. The yogathon was held at the Simpli Namdhari's outlet in Banjara Hills where over 100 residents came together to celebrate the Indian practice of yoga and to create

awareness about its importance to health and fitness.



The hour-long yogathon commenced at 6.30 am at the rooftop of Simpli Namdhari's experience store located in the heart of Banjara Hills, to commemorate the brand's commitment to goodness and health. Simpli Namdhari's had a yoga instructor conduct the session and participants were guided back to the store following the session to receive a hamper and certificate of participation. "At Simpli Namdhari's, we take immense pride in offering healthy products, cultivated with great care to address the health and fitness concerns of our customers. On

International Yoga Day, the yogathon symbolizes the importance of yoga and making informed decisions about the food we consume and where it comes from. As a brand that shelves residue-free products, Simpli Namdhari's is committed to upholding its values of promoting goodness, health and fitness," said Hema L, the Head of Brand Marketing at Simpli Namdhari's. With its commitment to keeping its customer health in mind, Simpli Namdhari's invites every resident of Hyderabad to join the movement and choose healthy alternatives for a healthier life. About Simpli Namdhari's Simpli Namdhari's is a 100% vegetarian omnichannel retail chain with presence in Bangalore and Hyderabad. Simpli Namdhari's strength lies in its ability and position to control the value chain – it aims to become a fully backward integrated retailer offering a unique assortment of products and home-developed food recipes for on and off-premise consumption. Over 70% of products that make up a consumer's shopping basket are available at the company's retail stores where Namdhari's integrates backwards from a value chain perspective to

deliver premium quality products. The stores offer a comprehensive range of fresh fruits & vegetables, a residue-free range of staples and grains, single-origin dairy products, an in-house bakery, imported dry fruits, healthy snacks, cold-pressed oils to FMCG, beauty products and home essentials amongst others. The company's aim has been to provide a distinctive grocery experience to its patrons and empower them to choose goodness. For more information, visit [www.simplinamdhari.com](http://www.simplinamdhari.com)

## **Simpli Namdhari's organises Yogathon for awareness on yoga, health & fitness**

**Monday, 26 June, 2023**

**Our Bureau, Mumbai**

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session to receive a hamper and certificate of participation.

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## Simpli Namdhari's plans to expand its footprint in South India



The brand recently opened a flagship store in Hyderabad, and now plans to launch stores in Pune and Chennai as well.

In a city like Bengaluru, where there is a supermarket at every corner, it becomes challenging for brands to make a name for themselves in this crowded space. There are retail stores like Ratnadeep Supermarket, Nature's Basket, More Hypermarket, Nilgiris, Reliance

**Fresh and CeeKay Supermarket. Then there is Simpli Namdhari's, the omnichannel retail brand owned by Namdhari's Group, which has been on an expansion journey in South India.**

**From fresh, pesticide-free fruits and organic vegetables, to groceries to fresh farm to fork concept, the first Namdhari's store was launched in Bengaluru in 2001. The first Simpli Namdhari's store was launched in 2019, and it now has 10 stores in the city.**

**The brand recently opened a flagship store in Hyderabad, and plans to launch three more stores in the city in the coming months. With this launch, the brand plans to bring the farm to fork concept to Hyderabad and provide people with an upgraded grocery shopping experience.**

**Making tangible investments in farming is extremely critical for our country'**



**Gurmukh Roopra, CEO, Namdhari's Group, with his team.**

**Farmers' incomes will increase only with consolidation of farmlands, argues Nandhari's Group CEO, Gurmukh Roopra**

**June 28, 2023 Bengaluru**

When Satguru Jagjit Singh, former chief of Namdharis (a Sikh sect), thought of starting an agribusiness and bought a 50-acre land to grow vegetables and fruits in Bidadi in the 1970s, he never imagined that his venture would one day become a household name in Bengaluru, spread across the country and also take to export. In 1982, he asked his nephew Satguru Uday Singh to take the reins of the operations, and under his guidance, the group formally began its professional journey.

Namdhari's Group, which has a presence across fresh fruits and vegetables, groceries, dairy, seeds, fine dining and cafes, has a cumulative turnover of ₹650 crore. The chain currently has 11 Simpli Namdhari's stores and 16 Namdhari's Fresh stores.